



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

<p>Applicant(s): Carpenter, et al.</p> <p>Application No.: 10/675,501</p> <p>Filed: 9/30/2003</p> <p>Title: METHOD FOR MANAGING WIRELESS TELECOMMUNICATIONS BILLS</p> <p>Attorney Docket No.: MAXTEL 1</p>	<p>Art Unit: 2687</p> <p>Examiner: Nicholas T. La</p>
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Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Declaration Of Kae Kimberly Zulager

I, Kae Kimberly Zulager, declare and say:

1. I am one of the inventors of the invention claimed in the present application. I am Chief Executive Officer of The Bill Police, L.L.C., assignee of the present application. I am submitting this Declaration in support of the patentability of the claimed invention.
2. I have studied the present application and claims, including the claims that were submitted with the Amendment filed concurrently herewith. I believe that the invention that is claimed in the present application is embodied in the commercial process provided by The Bill Police. Specifically, The Bill Police provide a commercial process for managing telecommunication bills for a subscriber. The method includes the following steps: conducting an analysis of a subscriber's telecommunication predicted usage requirements and historical usage; selecting at least one telecommunication carrier plan to conform to the predicted usage requirements and the historical usage; receiving a subsequent bill from the carrier corresponding to the subscriber's actual telecommunication usage and containing an actual billed amount; comparing the actual usage to the predicted usage requirements to identify differences between actual usage and the predicted usage

requirements and to identify instances in which such differences result in additional or unexpected charges; determining an anticipated billed amount based on the actual usage; comparing the anticipated billed amount to the actual billed amount to identify billing errors in the bill; and creating an actual report for the subscriber. This method for managing telecommunication bills for a subscriber is the purpose and heart of the Bill Police process. The success of the Bill Police process is a direct result of its delivery of a method for managing telecommunication bills for a subscriber as described. I will use the term "Bill Police process" hereafter in this Declaration to refer to my understanding of the method for managing telecommunication bills for a subscriber described in the claims of the present application.

3. Purchasers of the Bill Police process are sophisticated users of telecommunications services, including Fortune 100, 500 and 1000 companies. I believe that the Bill Police process is purchased based on the merit of the process (claimed invention) - - not for any marketing or other advertising reason. In fact, Bill Police has not conducted any marketing or advertising campaigns. Due to the compelling nature of the Bill Police process, over 80% of the companies which The Bill Police initially targeted as potential customers have been converted to actual customers. Further, sales were obtained from 50% of the targeted customers on the first sales call. Additionally, the customer retention rate is over 95%. The Bill Police has experienced growth of its subscriber base (i.e., the total number of users) of 350% over the past three years. The Bill Police has experienced growth of its revenues of 300% over the past three years. It is my belief that such remarkable success in quickly securing and retaining customers and growing customer base and revenues is due to the features of the claimed invention.
4. The Better Business Bureau began tracking customer complaint data on the wireless industry in 1997. It took only five years for the wireless industry to become the "most complained about" industry. Billing problems constitute the majority (55%) of complaints to the Federal Communications Commission related to the wireless industry. It is estimated that businesses are overpaying for wireless service by at least 25% per


month. Such overpayment translates into \$30 billion of income to the wireless carriers each year. Because wireless industry billing problems are such a significant cause of complaints and because of the staggering dollar amount of the overpayments, many wireless subscribers (especially companies which have dozens, hundreds, or even thousands of individual users) are motivated to attempt to solve this problem. Similarly, many telecommunication industry support service providers are cognizant of the business opportunities that could result by solving this problem. Despite such strong motivation, I am aware of no companies other than The Bill Police that have created a process that adequately addresses these problems. It is my belief that, if the Bill Police process were obvious, as asserted by the Examiner, at least one of these motivated companies would have already created such a process.

5. One of the merits of the Bill Police process is that it results in significant savings to the customers or users of the Bill Police process.
 - a. Our customers have experienced savings of approximately 30% of their wireless bills each month from their original cost per minute.
 - b. On average, our customers have experienced savings of \$500 per user over a 24 month contract period. As the average Bill Police customer has approximately 500 users, this means that the average Bill Police customer saved approximately \$250,000 over a 24 month period.
 - c. Our customers are able to reduce the amount of time spent on resolving wireless billing problems. On average, our customers have experienced labor savings of approximately \$10 per user per month. Again based on the number of users per customer, the average Bill Police customer saved approximately \$5000 per month. This is in addition to the savings described in 5b above.

6. The significant cost savings that we have obtained for our customers demonstrates the magnitude of the wireless billing issue. Despite the significant cost savings that are available, I am aware of no companies other than The Bill Police that have created a process that adequately addresses these problems and realizes these cost savings. It is my belief that, if the Bill Police process were obvious, as asserted by the Examiner, some other company would have already created such a process.

I further declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issuing thereon.

Date: 4/2/07


Kac Kimberly Zulager